

RECREATION AND LEISURE STUDIES
RLST 4870: Administration of Leisure Services
Spring 2003
8:00 – 9:15am Tuesday and Thursday
Ramsey #205

Instructor: R. Kent Kilpatrick
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Course Description:

This course is designed to provide students with an introduction to recreation and leisure service administration through exposure to management principles and practices that will enable them to become effective managers in recreation and leisure service agencies.

Instructors Manual: RLST 4870, Recreation Administration notebook can be purchased from Pro Copies at the Baxter Street Book Store.

General Course Objectives:

By the end of this course the student should be able to:

- A. Locate and utilize resources for professional development.
- B. Discuss the need for leisure research and professional development for leisure service professionals.
- C. Apply current marketing techniques and strategies including promotion and public relations.
- D. Describe the concepts of organizational behavior, accountability, interpersonal relations and decision-making strategies.
- E. Apply personnel management techniques, including job analysis, recruitment, selection, training, motivation career development and evaluation of staff and volunteers.
- F. Implement principles and procedures related to planning, designing, operating, and maintaining of resources, areas, and facilities.
- G. Use various techniques of financing, budgeting and fiscal accountability in recreation and leisure service agencies.
- H. Locate and describe the legal foundations and responsibilities of leisure service agencies and the legislative process and impact of policy formation on leisure behaviors and service in all levels of government, community organizations and business enterprise.
- I. Apply legal concepts, including contracts, human rights, property and torts to leisure service agencies.

- J. Outline the principles of risk management planning and be able to participate in the development and implementation of a risk management plan.
- K. Use a variety of management techniques and strategies to encourage and foster a diverse workforce.

Expectations and Policies of the Instructor:

1. **Class Format** - This class will be taught using a combination of lectures, class discussions, and experiential activities. Student participation is critical for the success of this class; therefore, it is expected that the student will come to class ready to discuss class material. Lecture outlines and handouts are located in the Instructors Manual. The instructor may provide additional handouts.
2. **Attendance** – It is assumed that you are in this program because you want to be, therefore, it is expected that you will be at every class possible. **In-class assignments cannot be made up if you are absent, unless you have made prior arrangements with the instructor.** You are responsible for all class materials and lecture notes. If you miss a class, be sure to ask a classmate for any handouts, notes, etc.
3. **Tardies** - Make every effort to be punctual - class will begin on time. In an effort to eliminate constant interruptions, classroom doors will be closed 15 minutes after the beginning of class. **No one will be permitted in class after the door has been closed.**
4. **Deadlines** – All assignments are to be handed in at the beginning of class on the date that they are due. Papers will not be accepted before that time. If you cannot turn in an assignment on time then the instructor must be contacted at least 48 hours in advance for a possible extension. Otherwise, late assignments will be penalized one letter grade lower for each day that the assignment is late.
5. **Assignments** – All assignments must be typed or word processed, double-spaced, 12-point type and stapled. Keep in mind that in addition to content; grammar, spelling and syntax are vital. No incomplete will be given without consultation with me prior to the last regularly scheduled class meeting.
6. **Academic Integrity** - "Academic honesty is vital to the very fabric and integrity of UGA. All students must comply with an appropriate and sound academic honesty policy and code of honest behavior (p37-38 Undergraduate Bulletin)." All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work. See: www.uga.edu/ovpi
Please be aware, the most common mistake made by writers is that of paraphrasing without giving credit. Make sure when you use information from another source that you give appropriate credit...either direct quotes with reference, or reference the idea.
7. **Special Needs** – Any student with special needs should speak to the instructor the first week of class. Every effort will be made to effectively accommodate the student with a disability or special needs.
8. The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

NOTE: IF YOU ENCOUNTER A DIFFICULTY IN COMPLETING THE REQUIREMENTS FOR THIS COURSE, PLEASE SEE THE INSTRUCTOR IMMEDIATELY.

CLASS GROUND RULES:

- Be in attendance
- Be punctual
- Be respectful of others
- Maintain open communication
- Participate in discussions
- Be honest
- Be open to new/different ideas and opinions

Student Evaluation:

Exams:	Mid-term Exam	50 points
	Final Exam	50 points
Projects:	In-class/take home assignments	25 points
	Group agency development project	<u>75 points</u>
TOTAL		200 points

Grading System:

- A = 180+ points
- B = 160-179 points
- C = 140-159 points
- D = 120-139 points
- F = 119 or less points

EXAMS

The format for all exams will be announced in advance. You will receive a zero (0) for a missed exam. The format of all exams will include short answer, multiple choice, true/false and essay questions. Make-up exams will only be given in the event of documented illness, legitimate emergency or prior arrangement. You must notify the instructor of your absence before the exam to be considered for rescheduling.

1. The mid-term exam is scheduled for **Tuesday, March 4**. This exam will cover all material in the Instructors Manual, as well as lecture notes and additional handouts, prior to the date of the exam.

2. The final exam is scheduled for **Tuesday, May 6, 12pm-3pm**. This exam will also cover all material in the Instructors Manual, as well as all lecture notes and additional handouts, after the mid-term and prior to the final exam. The final exam will not be comprehensive of the entire semester.

ASSIGNMENTS

In-class/take home assignments

Throughout the semester, various exercises, ranging from philosophical questions/exercises to article reviews to pop quizzes, will be assigned. Some of these assignments will be completed in class, while others will be considered homework. **You must be present the day of the assignment to receive credit for the exercise. You may not hand-in an exercise for which you were not present in class without prior approval.**

PROJECTS

Group agency development project

The purpose of this project is for each student to develop a comprehensive notebook that will be of value to you both now and in your future career. Each group will establish their own recreation business, organization or department that will be developed in the following stages:

1. Mission statement, goals and objectives
2. Organizational chart and sample job description
3. Facility design
4. Program and service development
5. One-year capital and operating budget
6. Public relations and marketing

Prior to each step of the project, the instructor will provide more in-depth information and instructions. Each of the steps will be discussed, researched, submitted and evaluated as a group; however, each student is encouraged to keep a copy of the project steps in their notebook. If time permits, group workdays will be scheduled during class. As each stage is completed, it will be submitted to the instructor for a grade. Each stage, worth 12 points, will be graded individually for a total of 72 points.

The final step of the project will be an individual evaluation conducted by each member of your group. Everyone is expected and encouraged to have equal participation in the project. However, this system is designed to reward those who worked hard and penalize those that did not. Each person will evaluate their group members according to their participation in the project. An average of the scores, ranging from -10 to +10, will be added to your accumulated point total. This will allow you to earn extra credit on your project (a maximum of 82 points).

CLASS SCHEDULE

January 9	first day of class
January 14	drop/add deadline
January 21	group workday – creating your business
February 4	<i>submit mission statement, goals and objectives</i>
February 20	<i>submit organizational chart & job description</i>
February 27	<i>submit facility design</i>
February 27	review for mid-term exam
March 4	<i>mid-term exam</i>
March 13	<i>submit program & service development</i>
March 17-21	SPRING BREAK!
April 10	<i>submit capital & operating budgets</i>
April 24	<i>submit public relations & marketing plan</i>
May 1	review for final exam
May 6	<i>final exam - 12pm-3pm</i>

Note: The schedule may be adjusted as needed. Any or all of the above dates are subject to change.

FOOD FOR THOUGHT: “If you have a penny and I have a penny and we exchange pennies, you still have one cent and I still have one cent. But, if you have an idea and I have an idea and we exchange ideas, you now have two ideas and I now have two ideas.”

GOOD LUCK!